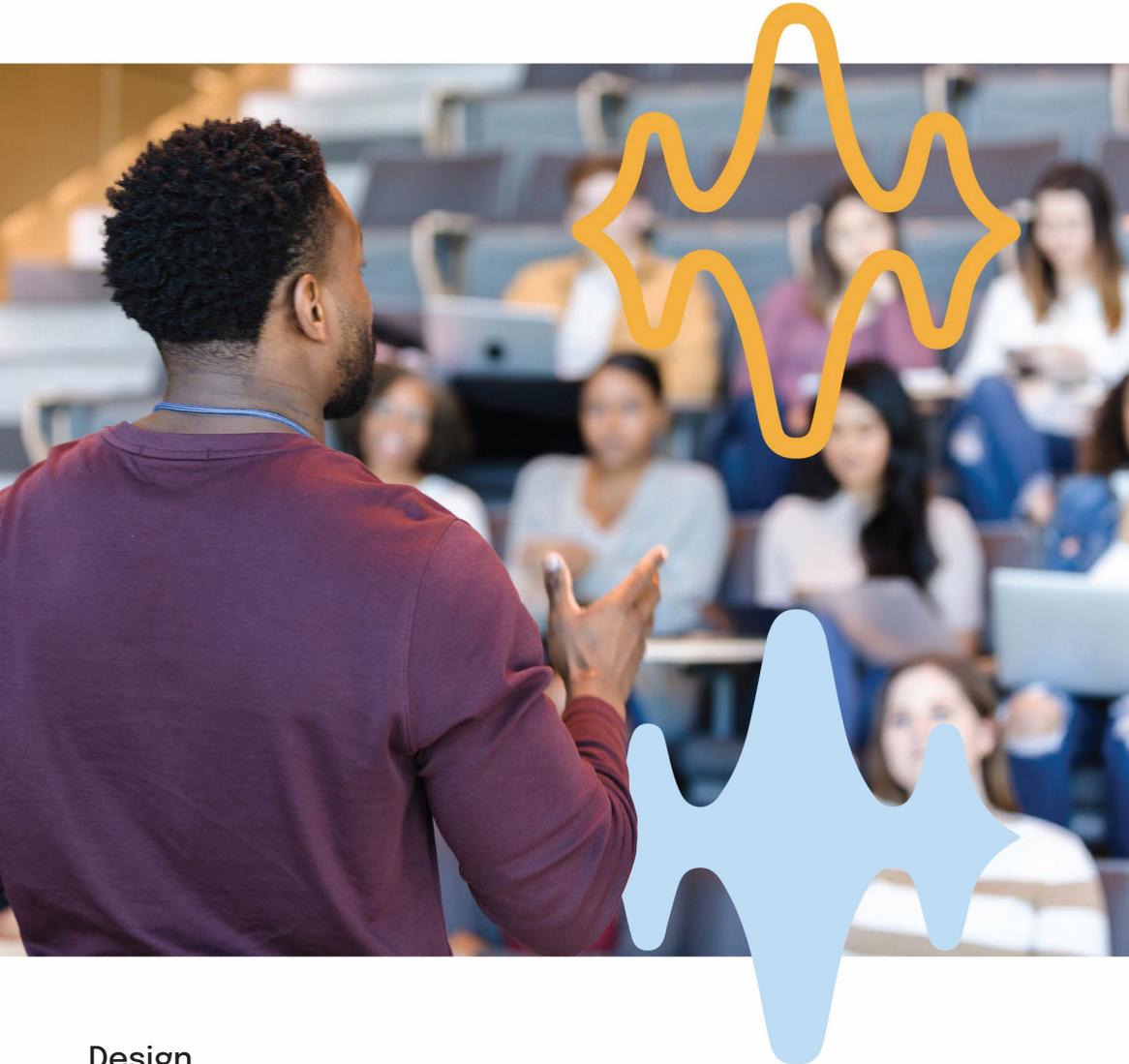


**For the
creators.**

Brand Communication.



**Design.
Brand.
Business.**



IIE Bachelor of Arts Honours in Strategic Brand Communication

Honours

Full-Time

The IIE BA Honours in Strategic Brand Communication explores the nature of creative and strategic thinking and the development of innovative and accountable communication strategies for brand building. Students engage with independent learning to develop various ways of thinking, brand identity, architecture, and equity models, consumer insights and research methodologies, strategic models, brand communication tools and channel and media planning options and stakeholder relationship management.

Students specialise in strategy development and acquire skills that can be utilised in brand organisations as well as communications consultancies and agencies. The research module enables the student to pursue academic research in an area of brand interest.

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IIE Bachelor of Arts Honours in Strategic Brand Communication

1 Year Full-Time | NQF Level 8 | 120 Credits | SAQA ID: 98012



Career opportunities

Brand Communication | Agency Strategic Planning | Marketing Communication | Promotions and Event Management | Public Relations | Media Planning | Account Management | Client Relationship Management

Modules

Year 1					
Semester 1			Semester 2		
Code	Module Name	Credits	Code	Module Name	Credits
BCSP8421	Brand Communication Strategy and Planning	20	CMPR8422	Channel and Media Planning	20
BRBB8421	Brand and Brand Building	20	PRBB8412	Practice of Brand Building	20
REHS8419 Research for the Human Sciences					40

Brand and Brand Building

This foundation module develops students' understanding of the key brand concepts that guide the development of innovative and purposeful solutions to brand building opportunities and challenges. Emphasis is placed on creative, critical, and systemic thinking and students are given the opportunity to demonstrate higher order thinking to analyse, evaluate and apply concepts to given practical scenarios.

Brand Communication Strategy and Planning

The purpose of Brand Communication Strategy and Planning is to enable the student to practically develop brand positioning which will drive communication strategy. Students will engage with various strategic models and multiple brand communication channels and tools to develop brand communication strategies and plans. An insight-based critical analysis and evaluation of all touch points will facilitate human-centric innovative thinking.

Channel and Media Planning

Channel and Media Planning introduces and integrates channel, media, and contact planning in context of the various media platforms available, and actively considers the planning mechanics when developing a fully integrated and leveraged channel plan. Students will assess the optimisation of media planning options and budgeting/spend considering increasing media fragmentation and complexity.

Practice of Brand Building

This module applies the theories of strategic brand management and communication to answer real-life client briefs. The focus is on the development and crafting of an innovative brand building strategy and plan that will address complex business and societal challenges. Students will implement brand research to investigate situational, environmental and commercial scenarios. They will derive consumer insights to drive the execution of original and meaningful solutions to multi-faceted brand challenges. Students work in teams to address real-life working challenges; develop their skills in building and recommending brand solutions; and collaborate with peers in a process of innovative problem solving.

Research for the Human Sciences

Students will develop essential research skills for both professional and academic contexts alongside the ability to present and defend research to an expert audience. Emphasis is placed on independent and critical thinking, analysis, research design and methods, as well as academic discourse. Students complete a self-directed academic research project of limited scope under supervision in the discipline of the degree.

Timetables

This qualification is aimed at students who wish to complete full-time face-to-face studies for the duration of their qualification. This means that students are expected to be available throughout the day for class in the academic year depending on how the timetable is structured. Students may also be required to write assessments or submit coursework or assignments outside of normal class time. Students who would like to pursue part time employment opportunities outside of the academic programme must prioritise their studies and avoid committing to work schedules until after they have received their timetables and academic calendar from the institution. Students must also note that timetables remain subject to change throughout the academic year.

Study further with IIE Pathways

The successful completion of the IIE BA Honours in Strategic Brand Communication enables you to progress into the IIE MA in Creative Brand Leadership delivered at IIE Vega, subject to meeting the admission requirements.

Admission requirements

Minimum Admission Requirements:	An appropriate Bachelor's Degree with an average of 60% in the final year; OR An appropriate Advanced Diploma with an average of 60% in the final year, provided that a 360 credit Diploma or appropriate equivalent has been completed.	Admission Criteria for Honours Programmes: Candidates are normally required to have a minimum final year average of 60% in the qualifications final-year (NQF L7) modules. Those with a final year average of 55 - 59% will be admitted if they attained 60% or higher for the designated cognate/core discipline module at final-year (NQF L7) level.
	International	
Senate Discretionary Admission Recognition of Prior Learning (RPL)	Candidates who fall outside the above criteria, but who can demonstrate, to the satisfaction of The IIE that they have an appropriate, related qualification or work-based learning, which has taken the candidate to the equivalent of an NQF Level 7 Marketing, Branding or Communication-related qualification, may be considered for admission into this programme through an RPL process.	
Additional Notes	Graduates of The IIE who do not meet the admissions requirements for admission to Honours can enrol for and repeat all or some of their NQF Level 7 modules in order to improve their marks so that they can meet the entry requirements for Honours. These graduate students will then receive an additional transcript after the completion of the repeat module(s), where the repeat module(s) will appear as a second iteration of the module(s) on the transcript. The marks from the second iteration can then be used for admission to Honours in the subsequent academic year. This option is only available to graduates from The IIE and does not apply to graduates from other HE institutions.	

THE IIE IS ACCREDITED AS AN INDEPENDENT HIGHER EDUCATION INSTITUTION BY THE BRITISH ACCREDITATION COUNCIL.

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